

MUSEUMS AFTER COVID

An international review of museum practice after the lockdown

PARTS 1 + 2

France / Pantin - 23 June 2020

A survey by:

 **tactilestudio**

In collaboration with:

 **MXE** Museum &
Exhibition
User Experience

Starting point

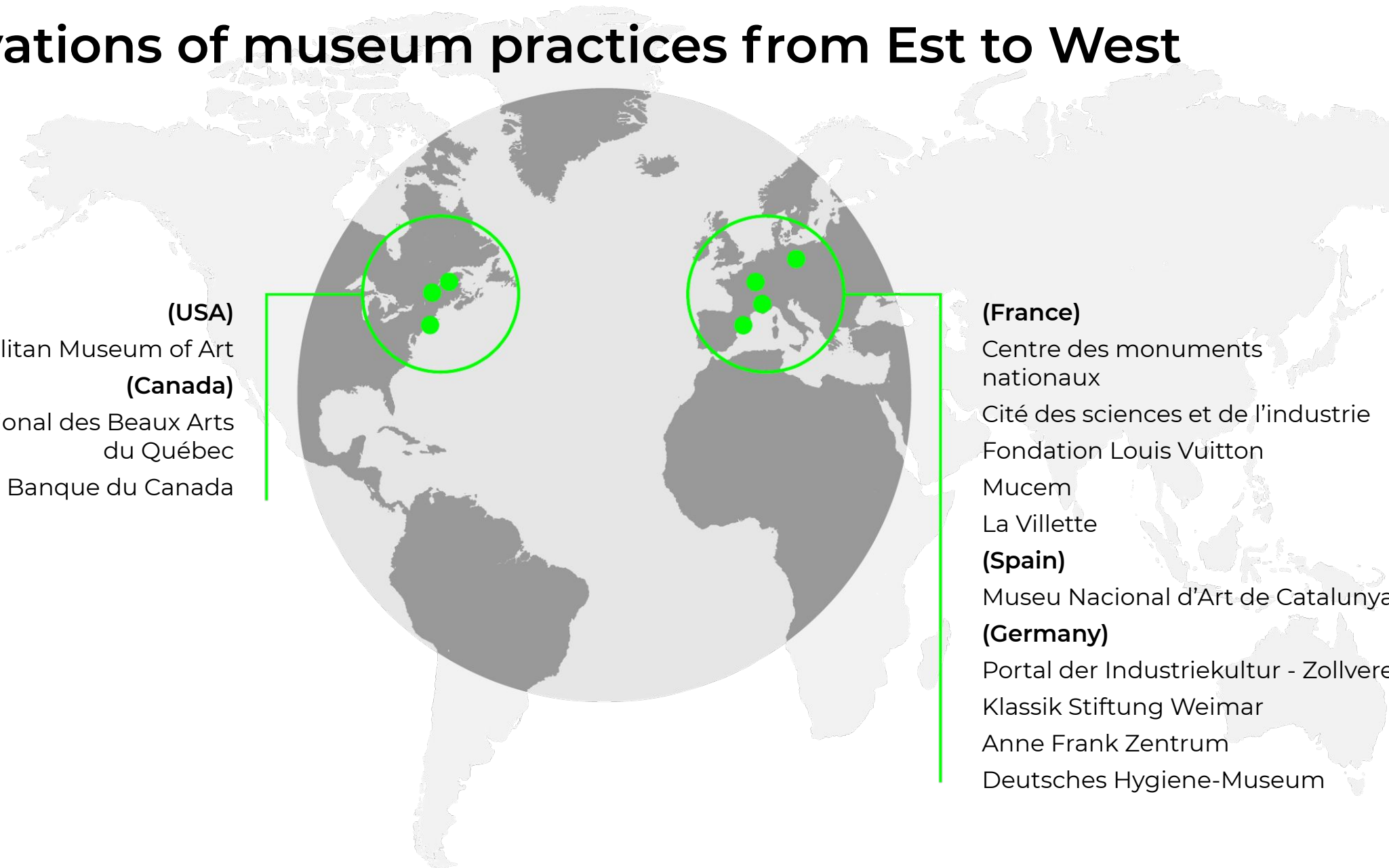
We want to stimulate exchange of practice and collective intelligence between institutions to promote a renewal of the visitor experience.

The pandemic of spring 2020 has undeniably set us on the road to new practices for visiting museums and cultural institutions.

A leader in inclusive design, Tactile Studio reaffirms its commitment to work with you for access to culture for all.

It's with great pleasure that we share with you the summary of 13 interviews carried out by our teams from 5 May to 2 June 2020. We hope that it will help to facilitate decision-making on your mediation and accessibility arrangements.

Observations of museum practices from Est to West



(USA)
Metropolitan Museum of Art

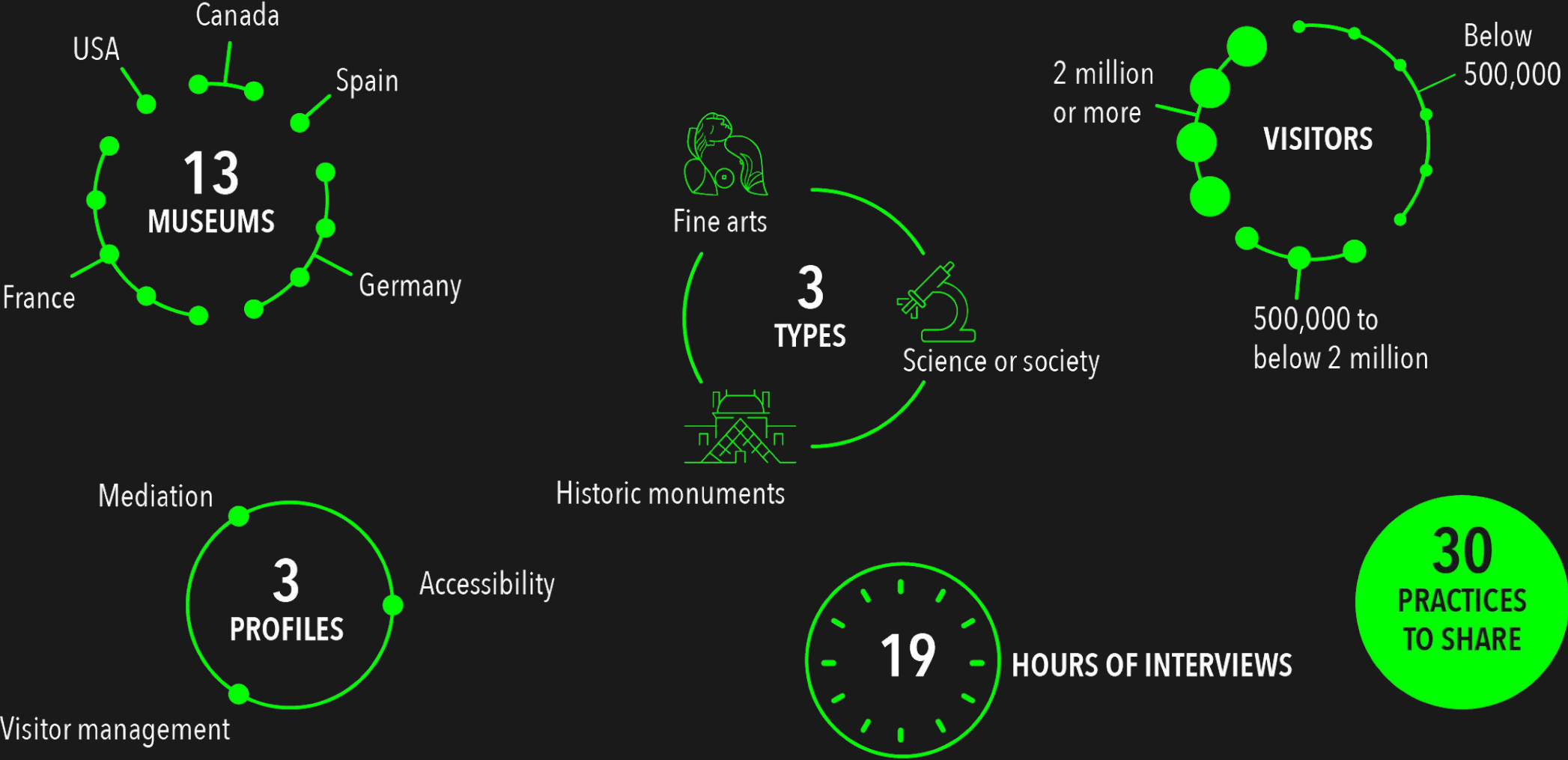
(Canada)
Musée national des Beaux Arts
du Québec
Musée de la Banque du Canada

(France)
Centre des monuments
nationaux
Cité des sciences et de l'industrie
Fondation Louis Vuitton
Mucem
La Villette

(Spain)
Museu Nacional d'Art de Catalunya

(Germany)
Portal der Industriekultur - Zollverein
Klassik Stiftung Weimar
Anne Frank Zentrum
Deutsches Hygiene-Museum

Collection of information from 13 museums



Summary

Our report presents 30 easy-to-copy key practices and ideas classified into 4 categories:

Introduction (general findings)

01. Information and welcome

02. Protection and maintenance

03. Accessibility

04. Facilitating access

Introduction: general findings



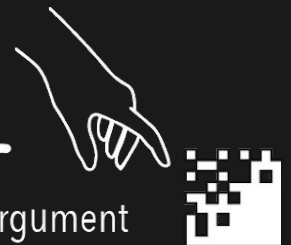
Crisis management teams, focused on hygiene and safety standards.



After the initial shock, many ideas arose on rethinking how to facilitate access.



The willingness of teams to increase cooperation, both internally and externally.



The need to make strong argument for maintaining sensory exploration.

01 Information / welcome

Practices and resources

General findings

- **Information on the welcome and hygiene facilities** available on the internet and on site, from entrance (sometimes even from the car park) to exit.
- **Reduced charges:** tickets at discounted prices and even free entry, to attract back the public.
- Timed entry tickets to **regulate flow of visitors** and to limit waiting time.

Ideas to consider

- Extension of opening hours to regulate flow of visitors, while maintaining maximum reception capacity (an initiative of the *Museu Nacional d'Art de Catalunya*)
- Think about the queue for entry as a time for help with the choice of exhibition and a chance to learn more about the subject (an initiative of the *Musée national des beaux-arts du Québec*)

Resources

International Council of Museums (ICOM):

recommendations on welcoming the public [link](#)

Museum professionals Covid-19 best practices:: [Facebook](#)

For American museums: American Alliance of Museums: [AAM](#)

Tactile Studio's recommendations

- Even if the date for reopening hasn't yet been fixed, reassure the public in advance by communicating widely the measures planned for that day.
- Make the most of this strategic moment to analyse the itinerary of the visit and rethink the site's signage.

Case study: Recommended protocol in Canada

Reopening in three phases, with a progressive re-introduction of all tactile elements after six weeks

Phase 1 (two weeks): opening without access to interactive elements

- Traditional visit experience: reading of labels and viewing of artefacts
- Limited guided tours. School groups cancelled. Signage adapted.
- Deep cleaning. Hand gels available.
- Staff training and FAQs.

Phase 2 (three to four weeks): re-integration of easily-cleaned touchscreens. Extension of hours.

Phase 3: tactile and interactive elements re-integrated.



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02 Protecting people / station maintenance

Practices and resources

General findings

- **Attendance control:** restriction of open spaces or, in contrast, extension of open spaces to distribute as many visitors as possible.
- One-way access supported by ground marking and appropriate signage to **prevent visitors crossing each other.**
- **Hygiene measures:** plexiglass panel (reception, shop), cloakroom restricted to essentials, disinfectant system at entrance and strategic points (entrance to floors, tactile displays if still accessible), hand-sanitiser in exhibit rooms.
- **Instructions to visitors:**
Distance (2m USA and Canada; between 1m and 2m in Europe)
Mandatory wearing of face-mask
Occasionally single-use gloves
- **Staff training** in hygiene measures and control of visitor flow

Ideas to consider

- Since Covid-19, a weekly videoconference of an internal social and environmental responsibility group, mainly support for employees (an *initiative of the LVMH group, cited by Fondation Louis Vuitton*).
- Provision of individual styli to interact without touching screens by hand.

Resources

- ICOM: [recommendations on hygiene measures](#)
- Health and safety at work: toolkit from Government of Quebec, Canada: [trousse à outil \(gvt canadien\)](#)

Tactile Studio's recommendations

For the maintenance of stations:

1. Put on cotton gloves
2. Soak a cloth with soapy water and wipe it across the whole of the station.
3. Remove any moisture with a microfibre cloth

Case Study: Deutsches Hygiene Museum Dresden

Interactive stations that are easy to clean are accessible. Those which are not so easy to clean and disinfect remain closed for the time being.

Audio stations can be used with visitors' own headphones or with single-use headphones.

The Children's Museum "World of the Senses" remains closed for the moment.

The little extra: advice of a professor from Dresden Technical University concerning hygiene rules for hands-on and olfactory stations.

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Next....

In a few days, we will share with you
a new part of the study:

Accessibility

A study of:

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